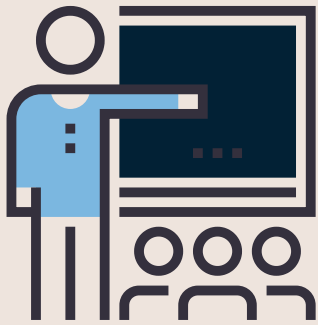


# MARGINAL NOTES

## 5 STEPS TO EDITING A DOG'S BREAKFAST

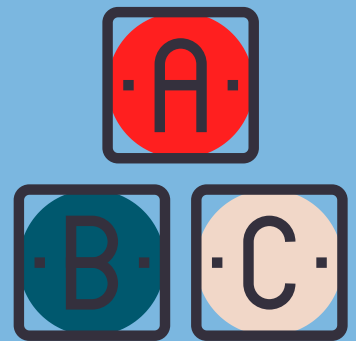


### 1.) ASK YOURSELF:

- What is the purpose of the document?
- Who is the intended audience?
- What do you want them to do once they've read it?

### 2.) SUMMARISE EACH PARAGRAPH

- Write a 3-word description of each paragraph in the margins.
- If it is hard to get the description down to 3 words, you may have too many ideas in each paragraph.

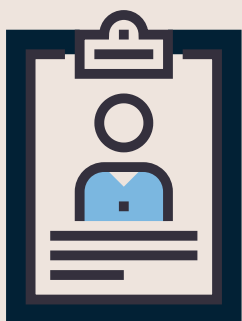
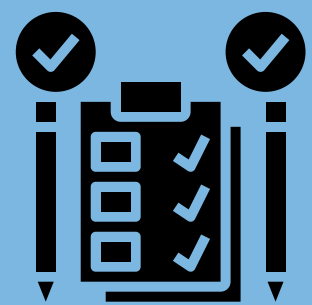


### 3.) NUMBER EACH PARAGRAPH

- Use the answers to the three questions above to decide on flow.
- Structure the text logically.
- Delete any unnecessary content.

### 4.) RE-ORDER THE PARAGRAPHS

- Cut and paste the paragraphs into the new order.
- Does the document do what it's supposed to do: persuade, assure, inform etc?
- Would your intended audience understand it?



### 5.) DO THE ACTUAL 'TIDY UP'

- Check spelling and grammar.
- Refine the format, style and voice.
- Add linking sentences.
- This is probably what your boss thought they were asking you to do in the first place.

READ THE CASE STUDY IN THE NEXT POST WHERE YOU WILL SEE:

WHAT YOUR MANAGER SENT YOU  
THE MARKED-UP TEXT  
THE RE-ORDERED TEXT  
YOUR FINAL COPY